

OPERATIONS AND RECRUITING & RETENTION

- A. PURPOSE. Operations (OP) can play a major part in:
1. Helping to educate the public in safe boating practices.
 2. Assisting the flotilla in bringing qualified and dedicated members into the Auxiliary.

The Flotilla Staff Officer for Operations (FSO–OP) and all members involved in Operations are a valuable source for recruiting new members.

- B. PUBLIC IMPRESSIONS. A first and lasting impression of the Coast Guard and the Auxiliary may be gained by recreational boaters through flotilla activities involving patrols, search and rescue missions, regattas and other on-water activities.
- C. GUIDE. The following paragraphs serve as a guide in helping you, the FSO–OP, accomplish this vital portion of your duties involving membership recruiting and retention within your flotilla. You and your flotilla members, in carrying out your operational duties, make contact with the public, many of whom may be potential Auxiliary members.
1. Work closely with the Flotilla Staff Officer Personnel Services (FSO–PS). Borrow the FSO–PS's copy of *Membership Recruiting and Retention Guide* (COMDTPUB P16794.12series). Chapter III, *Recruiting Members*, tells you how and where most new members are recruited and what an important part you play in this vital program.
 2. Keep the FSO–PS involved throughout the entire planning and execution phase of your Flotilla Operations Program. You both need to function as a team.
 3. Request that your Operations personnel carry Handout Packets (see page E-9-3) containing copies of *Join the U.S. Coast Guard Auxiliary* pamphlet (ANSC #3023) to give boaters with whom they come in contact or assist while on patrol. Make certain the FSO–PS's (or another member designated by the Flotilla Commander [FC]) name, address and phone number appears on the attached reply postcard in the *Join the Auxiliary* pamphlet. You usually have an appreciative and receptive audience when you lend assistance to someone in distress. As representatives of the Coast Guard and the Auxiliary, members can make a lasting impression on those persons they have assisted. This will encourage them to spread a favorable word about the Auxiliary.
 4. When moored at a marina on stand-by, encourage one of your crew to speak with other boaters in the immediate area about the Auxiliary's need for new members. Bring up Operations and other activities, and don't forget the opportunities for advanced member training. Let them help spread the word about the Auxiliary.

5. Chapter III of the *Membership Recruiting and Retention Guide* provides you with reasons why people join the Auxiliary. Remember, we want people willing to work in the flotilla and assist in our mission of safe boating. Prospective members must be informed they will be required to purchase at least the basic working uniform to actively participate in our programs.
 6. Ask the FC and FSO–PS to follow-up on prospective members who indicate an interest in joining. Make sure the prospective member understands the Auxiliary fully supports equal opportunity. Let them know that husband and wife teams (or other family member combinations) are desirable and enhance fun while serving together.
 7. Please remember, there are many jobs in a flotilla. We need people to serve as Flotilla Staff Officers and assistants, become involved in mission activities, complete administrative tasks, give direct support to the Coast Guard and serve on committees. Most civilian skills are of use in the Auxiliary today.
 8. As FSO–OP you play a vital roll in Member Retention by providing opportunities for members to serve on operational missions. Identify members trained as boat crew who are not participating. Arrange for them to go on a patrol. Spark their interest to be an active member of the Auxiliary. Work with the Flotilla Staff Officer Member Training (FSO–MT) to help boat crew members to maintain their qualifications and to enable new members to have the opportunity to be trained in the boat crew program
 9. As you know, the entire boat crew should always be wearing the proper uniform correctly when on patrol. They are the first contact with the public in many cases, both on the water and at the marinas. Your guidance and active support is needed to be sure the members of the public see professionalism in our conduct, attitude and appearance.
- D. IDEAS. This guide provides only a few thoughts on how you, the FSO–OP and your Operations people can assist in the vital mission of recruiting qualified members of the public to join the Auxiliary and to retain established members by keeping them involved in flotilla operations. There are many other ideas. Seek them out ! Share them with others !
- E. STAFF COOPERATION. Work with all of the flotilla staff. Be a working member of the Flotilla Recruitment and Retention Team. Remember you and your Operations people may be among the first members to come in contact with the boating public. Boat crews have the opportunity to meet more of the boating public than most other Auxiliarists. Set the example. Operations can make a difference in how your flotilla does in recruiting new members and retaining the trained members.

GOOD LUCK AND HAPPY RECRUITING AND RETAINING.
THIS IS THE YEAR FOR STRENGTHENING MEMBERSHIP.
YOU ARE ONE OF THE MOST IMPORTANT PEOPLE IN MAKING THIS YEAR
A SUCCESS !